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FOR IMMEDIATE RELEASE

Rhode Island Water Resources Board Launches “SLOW THE FLOW THIS SUMMER” Campaign

Campaign aims to inform Rhode Islanders about lawn watering guidelines and conservation efforts during the summer months

PROVIDENCE, RI (June 28, 2011) – The Rhode Island Water Resources Board has launched a public awareness campaign encouraging Rhode Islanders to follow simple watering guidelines this summer to keep lawns healthy while conserving water.

The “SLOW THE FLOW THIS SUMMER” campaign was developed to provide Rhode Island homeowners with year-round instructions on efficient water use for lawn watering both for lawn health and sustainability of our water supply.

“Water is a renewable but finite resource,” said Kenneth Burke, General Manager of the RI Water Resources Board. “Clean water is not always available when we need it and there is so much work and cost involved with producing clean, potable water – that it is truly wasteful to be applying it to lawns. The recent outdoor watering restrictions in both Narragansett and South Kingstown, and existing outdoor restrictions in North Kingstown emphasize the need to balance the use of these precious resources.”

Led by representatives from the Rhode Island Nursery & Landscape Association (RINLA), the University of Rhode Island’s Turf Program, and the RI Water Resources Board, stakeholders and experts worked for over a year to develop the State’s first lawn maintenance guidelines emphasizing water conservation.

“Working with the Rhode Island Water Resources Board to develop these important parameters was an innovative experience,” said Shannon Brawley, executive director of RINLA. “It brought together expertise from across the State to help educate about appropriate lawn watering and maintenance while conserving our critical resources.”

Conserving water reduces overall costs as both a home and business owner, according to the RI Water Resources Board – easing strains on water resource infrastructure such as rivers, streams, water towers, water lines, pump stations and treatment facilities. The new guidelines recommend that lawns get no more than one inch of water per week. Rhode Island gets between 39-54 inches of rain a year. To date, Rhode Island has received approximately 26 inches of rain.

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“Your lawns should be healthy, but you can easily overwater and overfeed your lawn,” said Burke. “This is not only wasteful – but could also weaken your lawn and result in the runoff of nutrients into surrounding areas.”

RI Water Resources Board Chairman Bill Penn said, “We take great pride in offering these simple dos and don’ts – and we hope that Rhode Islanders take some time during this summer season to appreciate one of our most abundant but delicate resources – our water supplies.”

“This new how-to delivers useful and insightful ways for Rhode Island homeowners to conserve our precious water,” said Dave Wallace, president of The Rhode Island Turfgrass Foundation.

A fully integrated marketing campaign is launching July 4 to build awareness throughout the state of Rhode Island including radio, print, and online mediums. For additional details regarding these watering guidelines and other water resource programs, please visit www.rewater.org.

About The Rhode Island Water Resources Board

The Rhode Island Water Resources Board is an executive agency of state government responsible for managing the proper development, utilization and conservation of water resources. Its primary responsibility is to ensure that sufficient water resources are available for present and future generations. The Board actively pursues new and innovative strategies for water resource protection and development on behalf of the State – and as part of its mission is committed to wisely conserving Rhode Island’s water resources.

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